

Applicable to all websites owned and/or operated by Little River Healthcare.

Introduction

Rockdale Blackhawk, LLC (“**Rockdale**”), Little River Healthcare – Central Texas, LLC (“**Central Texas**”), and each of their subsidiaries and/or affiliates (collectively, the “**Little River Healthcare**” or “**we**”) respect your privacy and are committed to protecting it through our compliance with this Policy.

This Privacy Policy describes the types of information we may collect from you or that you may provide when you visit the website www.lrhealthcare.com (our “**Website**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

As a user of this site, you take on certain risks and responsibilities. You also have the right to know how we protect your privacy and confidentiality and what you should expect from us. Little River Healthcare and our third-party vendors are responsible for the editorial content, products and services offered on this site.

This Privacy Policy applies to information we collect, including but not limited to:

- On this Website.
- In email, text, and other electronic messages between you and this Website.
- Through mobile and desktop applications you download from this Website, which provide dedicated non-browser-based interaction between you and this Website.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by Company or any third-party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Your Role, Responsibilities, and Risks

- You need to be an informed user of this site. Please read all our policies in full so you know how our site works and how you will interact with the site.
- Pay special attention to your risks as a user. Website users open themselves up to certain risks, such as data collection.
- Understand how we collect data and how it is used. It is our goal to protect your personal information from misuse. We may, however, offer programs that collect data for special

reasons, such as research, scientific studies, and statistics, in which case you may be interested in participating with consent.

- Be aware that use of this site, its services, programs, and the health information on it cannot replace nor is it intended to serve as a health care provider-patient relationship. You must always consult with a professional for diagnosis and treatment for specific health problems.

What You Should Expect

- We will strive to maintain your privacy, confidentiality, and security at all times.
- It is our goal to ensure your trust and confidence by providing you with as much information as we can about data collection procedures and information when needed.
- We will not intentionally use any personal health information without your permission. We do use non-personal health information which we aggregate for research purposes and to improve usability of this site.
- We will notify you accordingly of all data collection practices by posting such practices on this Website.
- We may change this Privacy Policy without prior notice, but will post new changes prominently on the Website.
- No provider-patient relationship is created by use of this site.
- We will not accept or show you health information content, sponsored programs, or services that we know to contain false or misleading information.

Our Security Measures

We want your personal information to remain as secure as possible. We use encryption practices to help protect the integrity and privacy of the personal information and/or personal health information you provide to us. As an added security precaution, all personal information and/or personal health information are kept on servers with firewalls that meet or exceed industry standards to prevent intruders from gaining access. Although we make every reasonable effort to protect personal information and personal health information from loss, misuse, or alteration by third parties, you should be aware that there is always some risk involved in transmitting information via the Internet and that hackers or thieves do find ways to thwart security systems.

About the Information We Collect

We understand that the personal information and personal health information you provide during your visit to our site is highly sensitive and you may have concerns about sharing such information with us. It is our goal to protect your privacy and we strive to develop practices and policies to safeguard your personal and personal health information.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically is statistical data and may include personal information but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- Flash Cookies. Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
- Web Beacons. Pages of the Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

About the Appointment Request Process on this Website

When submitting an appointment request through this website, you are interacting through an

encrypted iframe; a HIPAA-compliant window wherein your information is submitted only to be seen by the appropriate employees of Little River Healthcare, and no one else, to assist and ensure your appointment request is fulfilled. At no other point on this website are you prompted for personal contact information or for personal health information.

By submitting your email address with your appointment request through this website, you voluntarily opt in to receiving informational email communication from Little River Healthcare regarding new services, new practitioners, or general changes at our medical practice. This email communication may be sent via a third-party mass emailing system, but your email address will not knowingly be shared beyond that purpose.

Who Collects the Data

Little River Healthcare is the only entity that collects your personal information and personal health information through this website. A third party, however, does track anonymous interaction traffic through IP addresses and provides this information with Little River Healthcare. However, it is impossible for this third party to correlate your submitted personal information with your web traffic as the third party does not have access to appointment requests made through this website. Little River Healthcare is interested in your information for the purposes of operating the site more efficiently and for assisting in the scheduling of your medical appointments with Little River Healthcare medical practitioners. More information on Little River Healthcare is available at LRHealthcare.com.

Where Information Is Collected

We only collect specific information about you when you voluntarily submit an appointment request on this website.

How We Use Your Personal Information

We continually seek new ways to maintain your trust as a user and improve our offerings. To provide new and better services, we monitor user traffic patterns and try to analyze what our users like and do not like about our current offerings so we can design better services for you. We may also use certain information for testing purposes, site development and planning, and during the normal course of maintaining the site. When you use our site, you automatically allow us to collect this anonymous information related to these uses. Regardless, only HIPAA-trained employees of Little River Healthcare handle your personal information.

We do not intend to use or disclose any personal information or personal health information you provide on our site to an unrelated third party without your express permission, except as explained in this section.

You should know that there are circumstances when, in the ordinary course of business, we will share some information about you with a related third party.

In certain limited circumstances, we may be legally compelled to release your personal information in response to a court order, subpoena, search warrant, law or regulation. In the event that we are compelled to disclose personal information and/or personal health information to a third party, we will notify you unless doing so would violate the law or court order. We also reserve the right to cooperate with law enforcement authorities in investigating and prosecuting users that violate our rules or engage in behavior that is harmful (or illegal) to other users.

Your Privacy Choices

You have the choice on this site to opt-in to information collected about you, the exceptions being the instances when data are used for site maintenance and other similar activities.

Opt-out

When you submit an appointment request through this website, you opt-in to receiving email communication from Little River Healthcare regarding your appointment with the medical practice, as well as other pertinent news regarding the practice. Upon receiving any email from Little River Healthcare, you may opt-out either by calling the practice or by clicking the “Opt-Out” link when provided.

Contact Information

To ask questions regarding this Privacy Policy, please contact LRHCompliance@LRHealthcare.com.